



**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 03/14/00  
AGENDA ITEM 3  
WORK SESSION ITEM       

**TO:** Mayor and City Council  
**FROM:** City Manager  
**SUBJECT:** Authorization for the City Manager to Execute an Agreement with the Bay Area Blues Society to Produce a Blues Festival in Hayward

**RECOMMENDATION:**

It is recommended that the City Council approve the attached resolution authorizing the City Manager to execute an agreement with the Bay Area Blues Society to produce a Blues Festival in Hayward.

**BACKGROUND:**

In approving the budget, the Council appropriated \$50,000 to produce a Blues Festival in Hayward during the summer/fall period of the year.

In November 1999, staff solicited interest from the blues and special events community to produce the Festival. Ten groups responded. From this initial group of responses, staff met with the five groups, in staff's judgement, having the strongest background in producing similar events.

The remaining groups, Terry Pimsleur & Company, the House of Blues, Labadie Productions, Santa Cruz Blues, and the Bay Area Blues Society, were asked to submit a more detailed proposal to produce the Festival, along with references. Staff has determined that based on the analysis of the detailed proposals and a check of the references for the groups that the Bay Area Blues Society be selected to produce the Blues Festival.

The Bay Area Blues Society was founded in 1985 primarily for "the preservation and perpetuation of Blues, Jazz and Gospel music as a classical art form indigenous to America. [The Society] also feels that the musical contributions and roots of Latino American music run parallel to the African American musical experience." The Bay Area Blues Society has also formed several community partnerships to produce musical events and assist with community fundraising efforts.

The Society was very instrumental in the production of the three previous Blues Festivals in Hayward. The Society was largely responsible for the securing of the artists, along with overall event coordination and production, for the previous Festivals. In addition, most recently, the Society produced the Blues acts for the Alameda County Fair last year and has produced an

annual multi-week series of one-act Blues in the park type of concerts for the City of Oakland. The Bay Area Blues Society has been selected again to produce these two events.

The Society proposes to produce a series of four consecutive one-act blues concerts in Hayward starting in June. These one-act concerts would be free and will be held in the early evening, from 5 p.m. to 7 p.m. along B Street in the Downtown or the civic plaza in front of City Hall. This Blues series would serve as a prelude to the Hayward Blues Festival.

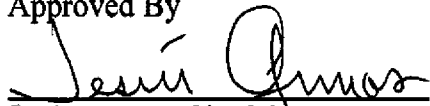
The Hayward Blues Festival would be on the weekend of July 8<sup>th</sup> and 9<sup>th</sup> in the civic plaza of City Hall. The Festival would be from 11 a.m. to 6 p.m. consisting of continuous blues performances by noted blues artists in the amphitheater area of the plaza; food, beverage, and blues novelty booths along Watkins; and, an antique auto show along the civic plaza near BART. The tickets for the Festival would be \$5 per day.

The agreement will require the Society to be responsible for the complete production and advertisement of the Blues Festival. This will include security and parking for the event, fencing the entire site to be used for the Festival, ticket control, securing and payment to all of the artist, and the entire cleanup after the event. Staff and Society representatives will be working together to assure that security, traffic and other logistical issues are properly addressed. In addition, the Chamber's Downtown Committee has been asked to participate in the planning effort to provide a linkage to the retail establishments downtown.

Prepared By

  
Gordon R. Anderson, Assistant City Manager

Approved By

  
Jesús Armas, City Manager

# DRAFT

*Mid 3-9-00*

HAYWARD CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY MANAGER TO  
EXECUTE AN AGREEMENT WITH THE BAY ARE BLUES  
SOCIETY**

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute on behalf of the City of Hayward that certain Agreement by and between the City of Hayward for disbursal of funds to the Bay Area Blues Society to produce a Blues Festival at Hayward City Hall.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2000

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward